CV

Skills & Interests

Expertise
Consumer Behavior, Food Waste, Sustainable Consumer

Qualification
Scholarly Academic

Academic Degrees
Ph.D. Université Savoie Mont-Blanc, IAE, France, 2017.
Master Orléans University, 2008.

Work Experience
Professor Assistant, SKEMA Business School (August, 2019 - Present), Lille, France.
Assistant Professor, ESDES, UCLy (2017 - 2019), Lyon, France.
Research Associate, Grenoble Ecole de Management (2016 - 2017), Grenoble, France.
Marketing Executive, SC MEDY SRL (2008 - 2009), Cluj-Napoca, Romania.

Intellectual contributions

Articles in Journals
Conference Presentations


BIRAU, M. (2019). Wise consumers use mobile apps to choose healthy food products. EAA (European Accounting Association) Annual Congress, Atlanta, Georgia.


BIRAU, M., Faure, C., Gassmann, X., & Schleich, J. (2018). What are you willing to pay for ugly produce? A contingent valuation model to estimate price premiums and discounts for misshapen produce. MPPC (Marketing and Public Policy Conference), Columbus, United States of America.


BIRAU, M. & Faure, C. (2016). Trust yourself not to waste: a self-confidence mechanism to explain the backlash effects of descriptive norms with application on food waste. MPPC (Marketing and Public Policy Conference), San Luis Obispo, California.


Other Research

2018: BIRAU, M., France Inter ("Food waste", Ideas for tomorrow, June. [Basic or Discovery Scholarship]
2018: BIRAU, M., RCF ("Ugly products and food waste", Economics explained, January 2018). [Basic or Discovery Scholarship]
2017: BIRAU, M., France Info (live discussion on food waste, October 2017). [Basic or Discovery Scholarship]
2016: BIRAU, M., France Inter (Planète environnement, November 2016). [Basic or Discovery Scholarship]
2016: BIRAU, M., France bleu (Interview on food waste, October 2016). [Basic or Discovery Scholarship]
2016: BIRAU, M., RCF Grenoble ("Understand food waste", Sixth sense, September 2016). [Basic or Discovery Scholarship]

Professional Service
Reviewer: Conference Paper
2019: AMA Public Policy and Marketing Conference (International).
2019: Marketing and Public Policy Conference (International).

Reviewer: Reviewer for a Journal
2020: Appetite (International). Journal review
Initial submission and Round 2